

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method for determining when to place an advertisement for an item on a first page of search results for a search request related to the item, the method comprising:

under control of one or more computer systems configured with executable instructions,

receiving search ~~result~~ data relating to previously-executed searches,
~~searches that each included a link to information for the item in a corresponding set of~~
~~search results~~, the search ~~result~~ data ~~for each previously-executed search~~ indicating:

indicating search terms submitted by users; at least a search term
submitted by a user;

placement of links to information for the item ~~the link within the~~
~~corresponding sets~~ set of search results provided for display to users; and the user,
~~and whether the~~ users ~~user~~ selected the link for the item from the
search results;

determining, based at least in part on the received search ~~result~~ data, an
extent relating a search term to an item, to which users who entered the search term
~~subsequently selected the link to the item from the search results~~, the extent being a
function of a frequency of selection of a link to information for the item ~~the item~~ when
the link is displayed and a page number on which the link was presented in a set of search
results generated by execution of the search term, the extent being determined to be
greater for a higher page number at the same frequency of selection; and

upon receiving a ~~subsequent~~ search request containing the search term,
determining to place an advertisement for the item on the first page of the search results

for the search request when the extent to which users selected the link to the item exceeds calculated extents relating the search term to for other items for which links to information for said other items appear in the search results for the ~~subsequent~~ search request, independent of a page number of the search results on which the link for the item is configured to be displayed, wherein said search results are to be provided to a consumer computer system different than said one or more computer systems.

2. (Currently Amended) The computer-implemented method of claim 1 wherein ~~the link for the item is not placed on the first page of the search results for the subsequent search request~~ excludes any link to information for the item that is unassociated with the advertisement.

3. (Canceled)

4. (Currently Amended) The computer-implemented method of claim 1 wherein the search ~~result~~ data is generated by a search engine service.

5. (Currently Amended) The computer-implemented method of claim 1 wherein the search ~~result~~ data is received from a search engine service.

Claims 6-8. (Canceled)

9. (Currently Amended) The computer-implemented method of claim 1 wherein the search ~~result~~ data is derived from information sources.

10. (Previously Presented) The computer-implemented method of claim 9 wherein the information sources include web pages.

11. (Previously Presented) The computer-implemented method of claim 9 wherein the information sources include content not available through the Internet.

12. (Previously Presented) The computer-implemented method of claim 11 wherein the content is the text of a book.

13. (Currently Amended) A computer-implemented method for determining when to place an advertisement for an item on a first page of search results for a query related to the item, the method comprising:

under control of one or more computer systems configured with executable instructions,

in response to receiving a search query submitted from a consumer computer system different from said one or more computer systems and including a search term, determining a score based at least in part on:

a frequency at which an extent to which users selected a link to an item presented in sets of search results for previously-submitted queries including the search term and related to the item when the link was included on a page other than a first page of each set of the search results; and results;

for each set of search results, a page number for the page, wherein the extent score is being determined to be greater for a higher page number at a common frequency of selection; and

requesting an advertisement for the item to be placed on the first page of search results to be provided to said consumer computer system presented in response to the received search query, independent of a page number of the search results on which the link for the item is configured to be displayed.

14. (Currently Amended) The computer-implemented method of Claim 13 wherein a search engine service provides the link to be included with the search results without payment of an advertising fee from an advertiser.

15. (Currently Amended) The computer-implemented method of claim 13 wherein a fee is paid for requesting placement payment of the advertisement.

16. (Currently Amended) The computer-implemented method of claim 13 wherein the advertisement is paid for by an advertiser on a cost-per-selection basis.

17. (Previously Presented) The computer-implemented method of claim 13 wherein the links are provided without charge to a vendor of the item and the requested advertisement is paid for by the vendor on a cost-per-selection basis.

18. (Previously Presented) The computer-implemented method of claim 13 wherein a fee paid for the advertisement associated with the search term is based on prominence of the placement of the link in the search result and number of selections of the link to the item of search results.

19. (Canceled)

20. (Previously Presented) The computer-implemented method of claim 13 wherein a link is a reference to a web page associated with the item.

Claims 21-23. (Canceled)

24. (Currently Amended) A computer system for determining when to place an advertisement for an item, comprising:

means for, in response to receiving a search query submitted from a client device different from said computer system and including a search term, determining a score based at least in part on:

a frequency at which ~~an extent to which~~ users selected a link to an item presented in sets of search results for previously-submitted queries including the search term and related to the item when the link was included on a page other than a first ~~the first~~ page of each set of the search results; and results,

for each set of search results, a page number for the page on which the link was included, wherein the extent score is being determined to be greater for a higher page number at a common frequency of selection; and

means for requesting an advertisement for the item to be placed on the first page of search results to be provided to said consumer computer system ~~presented~~ in response to the received search query, independent of a page number of the search results on which the link for the item is configured to be displayed.

25. (Currently Amended) The computer system of claim 24 wherein a search engine service provides the link of a search result without payment of an advertising fee from an advertiser.

26. (Original) The computer system of claim 24 wherein a fee is paid for requesting payment of the advertisement.

27. (Original) The computer system of claim 24 wherein the advertisement is paid for on a cost-per-selection basis.

28. (Original) The computer system of claim 24 wherein the links are provided without charge to a vendor of the item and the requested advertisement is paid for by the vendor on a cost-per-selection basis.

29. (Original) The computer system. of claim 24 wherein a fee paid for the advertisement associated with the search term is based on prominence of the placement of the link in the search result and number of selections of the link to the item of search results.

30. (Original) The computer system of claim 29 wherein a larger fee is paid when the placement is less prominent.

31. (Original) The computer system of claim 24 wherein a link is a reference to a web page associated with the item.

Claims 32-35. (Canceled)